SPORTS MEMORABILIA.COM
Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

Mail ID
Sample Customer
123 Sample Street
City, State, XXXXX
United States

July 18, 2017

NOTICE OF DATA BREACH

Dear Sample Customer:

At SportsMem, Inc. we value our customers and understand the importance of protecting personal information. We are writing to inform you that we recently identified and addressed a security incident that may have involved your payment card information. This notice explains the incident, measures we have taken, and some steps you can take in response.

What Happened: On May 29, 2017 we received a report regarding payment card activity that caused us to investigate and subsequently identify unauthorized computer code that was added to the code that operates the checkout page of www.sportsmemorabilia.com. We immediately removed the code and hired a leading cybersecurity firm. Findings from the investigation indicate that the code may have been present and capable of capturing information entered during the checkout process from October 12, 2016 to May 31, 2017.

What Information Was Involved: Although we did not find actual evidence that the code captured information from any transactions, in an abundance of caution we are notifying you of the possibility because your name and payment card ending in <<Card Last Four>> was or may have been entered on the checkout page during this time frame. The information on the checkout page that the code could have potentially accessed includes name, address, phone number, email address, payment card number, expiration date, and card security code (CVV).

What We Are Doing: We take the security of our customer's personal information very seriously. Once we learned of this incident, we took immediate action including removing the code, initiating an internal review, engaging independent forensic experts to assist us in the investigation and remediation of our systems, and notifying law enforcement. To help prevent this type of incident from happening again, we are continuing to take steps to strengthen the security of our website.

What You Can Do: We remind you to remain vigilant to the possibility of fraud by reviewing your account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the payment card network rules generally state that cardholders are not responsible for fraudulent charges that are timely reported. You should also review the additional information on the following page.

For More Information: We regret that this incident occurred, and apologize for any inconvenience. If you have questions, please call 800-896-4652, Monday through Friday, from 6:00 a.m. to 6:00 p.m. PST.

Sincerely,

Stefan Tesoriero
Co-Founder, SportsMem Inc.

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft